

The background of the cover is a photograph of Loch Lomond. In the foreground, several large, dark, wet rocks are scattered in the shallow water, reflecting the sky. In the middle ground, a series of wooden posts or pilings stand in the water, also reflecting. The far shore is lined with rolling hills and mountains under a blue sky with some clouds. The text 'LOVE LOCH LOMOND' is overlaid on the top left in a white, stylized font.

**LOVE
LOCH
LOMOND**

TRADE MEMBERSHIP INFORMATION PACK



WHAT IS LOVE LOCH LOMOND?

Love Loch Lomond is the strategic Destination Marketing organisation for Loch Lomond, The Trossachs and Clyde Sea Lochs. It is run by local businesses, for local businesses, not for profit.

As a self-funded, cooperative of businesses of all sizes and types, our focus is to create fresh, dynamic content for Scotland's most spectacular destination through innovative digital, marketing and PR campaigns.

We keep costs down and spend our budget strategically to ensure our members get best value for money for their membership.

"Our key goal is to support our members by promoting their businesses and all the area has to offer as a destination for days out, short-breaks, staycations and as a must-visit destination for visitors to Scotland."

Kathryn Adam, General Manager, Sea Life Loch Lomond & Chair of Love Loch Lomond



WHY BECOME A MEMBER?

We offer great value for money with the following included within your membership:

- Full business listing on the Love Loch Lomond website including links to your own website (or listings if the combined Trade with Consumer package).
- Up to 3 dedicated member mailers per year will be issued to members on your behalf
- Inclusion in relevant member newsletters to promote offers, product and news (not dedicated)
- B2B collaboration opportunities
- Website blog/new opportunities
- Member networking events
- Showcase opportunity and members annual conference
- Participation in member familiarisation visits
- Business referral service
- Sponsorship opportunities at events and in publications
- Listing in the new Love Loch Lomond digital brochure hosted on Issuu
- Readily available advice, support and more.

"Great things in business are never done by one person; they're done by a team of people."

Steve Jobs



WHAT HAVE WE ACHIEVED?

Love Loch Lomond was the first Destination Marketing Organisation (DMO) for the area covering Loch Lomond, The Trossachs and the Clyde Sea Lochs. We've been operational for 10 years plus and have achieved:

- Successful marketing campaigns
- Media coverage
- Tour operator relations
- Product development
- Training and development opportunities

"Achievement is talent plus preparation."

Malcolm Gladwell



WHAT IS OUR FUTURE?

As an organisation who previously relied on public funding, we realised that due to changes in the economy that public funding would not continue. We had also agreed that we wanted to have more control over what we do, without possible caveats or restrictions that came with funding offers.

And whilst we will continue to look for appropriate funding opportunities to bolster our budget, working as a co-operative of businesses has given us more freedom to do what we, as businesses within the area, believe must be done for future success.

We invite you to be part of our future, where all our members can benefit and contribute to everyone's success.

"Change is the law of life, and those who look only to the past and present are certain to miss the future"

John F. Kennedy

ANNUAL TRADE MEMBERSHIP PACKAGES

(fees will be calculated on a pro rata basis when joining partway through the year)

Loch Sloy package (Trade member package only)

£250 per annum. Aimed at businesses offering products, supplies and services relevant to Love Loch Lomond members and the wider tourism and hospitality sector. This package will provide a listing in the Trade section of our website.

Loch Lomond package Trade and Consumer package

£400 per annum. Aimed at businesses offering products, services and supplies relevant to Love Loch Lomond members and the wider tourism and hospitality sector. This package will provide a listing within the Trade section of our website but additionally offer services direct to consumers. This package will provide a listing in both the Trade and Consumer sections of our website ie. a combined membership with focus on Trade. This is an Associate package with no voting rights.

Without continual growth and progress, such words as improvement, achievement, and success have no meaning.

Benjamin Franklin

"We are really excited about the future for our area and our members. As our memberships grows and our hard work highlights all we have to offer visitors to our area, this is the ideal time for us to further strengthen and support each other's businesses, so we all succeed together."

Kathryn Adam, General Manager, Sea Life Loch Lomond & Chair of Love Loch Lomond



HOW TO APPLY

If you would like to discuss Love Loch Lomond or this membership offer, please contact: Karen Donnelly, Destination Manager, Love Loch Lomond.
Email: manager@lovelochlomond.com or Tel: 07425 175950

Or simply download, complete and return our Membership Application Form.